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## News content scenario of Prasar Bharati

**Bichitrananda Panda, Narendra Tripathi**

### Abstract

Prasar Bharati is the only public service broadcaster of India. The British India government while ruling India establish radio in the name of Indian Broadcast Council then after it renamed as All India Radio in 1936. Doordarshan as a part of All India Radio stands as the first audio visual media of India in 1959. In the year 1962 during china war the government of India understand the role of both and All India Radio and Doordarshan and then committee after committee formed for the autonomy of both the organizations. After a long discussion of three decades Prasar Bharati bill 1990 introduced in the parliament and the bill being converted to Prasar Bharati Act 1990. Then after the formation of PB Act the central government again setup new committees to establish an autonomous broadcasting corporation of India called Prasar Bharati in 1997. Just after establishment of Prasar Bharati under the ministry of Information and Broadcasting Doordarshan and All India Radio are works under the guideline of Prasar Bharati Act. Prasar Bharati as a leading organization in the field of Indian electronic media telecasts informative and authentic news by the various wings of Doordarshan and All India Radio. AIR News and DD News are the premier news unit of Prasar Bharati that provide news service all across India. The news content scenario of the public broadcaster of India is all ways news as it happens, authentic, non-sensational and non-commercial but some time it is bias in supporting the ruling party in the centre and government of India.

**Keywords:** Prasar Bharati, PB Act, News, Doordarshan, All India Radio, News Content, Ministry of Information and Broadcasting

### Introduction

#### Brief Introduction of Prasar Bharti

The year 1997 was a 'land mark year' which saw far reaching measures to free the broadcast media from the shackles of Government control 50 years after independence. Prasar Bharati is a statutory autonomous body established under the Prasar Bharati Act and came into existence on November 23, 1997. It is the Public Service Broadcaster of the country. The objectives of public service broadcasting are achieved in terms of Prasar Bharati Act through All India Radio and Doordarshan, which earlier were working as media units under the Ministry of Information & Broadcasting.

The Prasar Bharati Act (1990) was formed by the government on the gist of the recommendations of various committee formed by both congress and non-congress central governments. It was kept idle for seven years. In July 1997, it was activated after being notified and came into force on September 22, 1997. Then amendments come to the Act which was widely seen as ushering in a regime of full autonomy to All India Radio and Doordarshan. Prasar Bharati Board has been formed on September 15, 1997 with a chairman and seven members, paving the way for granting autonomy to Doordarshan and All India Radio.

### Historical Background

#### Prasar Bharti (PB) from Indian Broadcast Company (IBC)

Broadcast media as the voice and vision of India before 87years established as Indian Broadcast Company in 1927 at Bombay which is called the beginning of Electronic Media in India. In the year 1936 just after nine year IBC become All India Radio (Akashvani). Doordarshan as the world of India and the world for India telecast its first program from Delhi under All India Radio. In 1982 during the Asian game Doordarshan spread all over India in a rapid rate where it was able to function 35 channels with the help of 1415 transmitters, 229 broadcasting centres, 67 studio and 19 satellite transponders. Prasar Bharti Act comes in to existence and form an autonomous body under the ministry of Information

and Broadcasting. All India Radio and Doordarshan are now the two wings of Prasar Bharti. In Doordarshan there are separate branches like DD National, DD News and DD India. All India Radio has also branches like AIR News, FM Gold and FM Rainbow.

### **Various Committees on the Autonomy of All India Radio and Doordarshan**

During the different regimes at the centre, allegations were constantly made by various political parties and public about the misuse of government media, especially All India Radio and Doordarshan. Various governments at the centre from time to time appointed several committees to study the possibility of giving autonomy to the electronic media. The union government after the Indo-China war in 1962 felt that the role of AIR and DD was inadequate in giving information. It decided to review the role of various media units. A Committee was constituted under the chairmanship of Ashok Kumar Chanda that recommended an autonomous corporation for All India Radio. The committee gave its report in 1966. While tabling its 'action-taken-report' (ATR) in the Parliament the government observed that time was not suitable for giving autonomy to electronic media but the government accepted the recommendation of the committee to separate Doordarshan from All India Radio and implemented it with effect from April 01, 1976. In 1978 the first non-congress government appoint a committee named Verghese Committee under the chairmanship of V.G. Verghese, which also recommended an autonomous corporation (Akash Bharati) for both All India Radio and Doordarshan. When the Congress back to power in 1980, it also appoints two committees one was Joshi Committee and the other was Parthasarathy Committee. Sen Gupta Committee on autonomy was also set up in 1990. One thing that is clear from all these committee reports was, each one of them recommended formation of an autonomous corporation. It was because of the consensus that had been evolved in the country over years and decided through so many expert committee reports that Parliament of India could pass the present Act, the Prasar Bharati Act, 1990 unanimously in both Houses. Prasar Bharati Act was enforced through an ordinance nearly decade after it was enacted.

### **Hypothesis**

1. Prasar Bharati broadcast sufficient number of stories from all over India by giving proper news value.
2. Without any ground reporting Prasar Bharati never telecast any non-authentic news. Telecasting sensational commercial or paid news is always against the ideology of Prasar Bharati; all news telecasts are news as it happen.
3. Prasar Bharati cooperate the ruling party in the centre. After one and half decade of establishment of Prasar Bharti sometime government of India pressure Prasar Bharati.
4. Sometime technical problem occur in DD News and in live reporting reporters provide information in the language in which they are comfortable.

### **Objectives**

1. To find out the total number of news stories and number of headlines covered in a particular bulletin for a particular period.

2. To find out whether the news content is fully authentic, non-sensational, non-commercial and news as it is.
3. To find out the context of each story especially the political news connected with ruling party and opposition party in the centre. Specially to find out the number of news stories those are in for or against of Indian National Congress and Bharatiya Janata Party.
4. Another one aspect of the study is to look in to the technical asserts of DD News where some time technical problems reflects on the screen. In bilingual news channel DD news whether it is telecasting in pure Hindi and English or mixing of both the language.

### **Chapter Two: Literature Review**

Reports of the Expert Committee on Prasar Bharati under the chairmanship of Shri Sam Pitroda (Advisor to the Prime Minister of India on Public Information Infrastructure & Innovation) with six member from various field namely Shri J.S Mathur, Shri Shekhar Kapur, Smt Asha Swarup IAS (Retd), Shri Vikram Kaushik, Prof M.P. Gupta, Dr B.K. Gairola submit its report in the month of January 2014 an Expert Committee where Shri Jawhar Sircar CEO, Prasar Bharati is the member cum Convenor of the expert committee. In its report the committee recommend on various arenas like Vision and Strategy, Personnel for Content Production / Procurement / Management, Training for Content Production / Procurement / Management, Audience Research, Programme Outsourcing and Selection, Funding and Expenditure, Monetization of Public Service Value, Reviewing and Re-organization of Stations and Channels, Phasing out of Terrestrial Broadcasts, Funding, Public Participation, Social Media and Channel Specific Recommendations.

### **Chapter Three: Research Methodology**

Methodology for the research paper 'News Content Scenario of Prasar Bharati' is purely based on qualitative content analysis. Doordarshan and All India Radio are the two autonomous wings of Prasar Bharati but there are various branches of both AIR and DD so DD News and AIR News are selected because of to study the news content scenario. AIR News broadcast many bulletins in a day three bulletins are of longest time taking so one bulletin of these three fifteen minute's bulletin and select news at night which telecasts at 21:00 every day. Selection of time period for gathering of content also another one difficult task so it was necessary for a short research to number of days for analysis and collect news script from April 21 to April 25, 2014 (Monday to Friday). DD News is the only 24\*7 hour public sector news channel of India that telecast news, views and analysis from morning to midnight and late night. It telecast bulletin after bulletin of half an hour, one hour and ten minutes. The one hour telecast of news night and breakfast plus are the integration of news, panel discussion, interview, newspaper review and natural bulletin also so study only the news content telecast by DD News an half hour news bulletin called Midday News telecasts at 14:30 every day. Selection of time period for gathering of content also another one difficult task like selection of news in AIR News so it was necessary analysis and collect news from April 29 to May 03, 2014 (Tuesday to Saturday).

**Chapter Four: Data Gathering, Analysis, Interpretation and Results**

**News Content of Doordarshan**

Doordarshan is the only public sector wing of Prasar Bharati as a premier audio visual medium which has various channels like a bouquet. Doordarshan keeps its first seep in 1959 as a part of AIR and telecast a by-weekly half an hour program. Till 1982 the scenario of Doordarshan was little bit of bitter but during the Delhi Asian Games DD spread all over India within a short period of time. Now Doordarshan is not only a channel but it has established a network of approximate 20 channels all over India. It has eleven regional channels which telecast social, cultural, informative and artistic programmes based on the local region. The regional channels are DD North East, DD Odia, DD Podhigai, DD Punjabi, DD Sahyadri, DD Saptagiri, DD Bangla, DD Gujarati, DD Chandana, DD Kashir and DD Malayalam. The network includes one international channel called DD India and one HD channel. There are seven all India channels called DD National, DD Urdu, DD Bharati, DD Sports, DD Lok Sabha, DD Rajyasabha and DD Gyandarshan. All most all channels of DD telecast news in India but DD News is a unique by-language 24\*7 hour news channel.

In the current scenario DD News telecast many news and current affairs programs which provide proper information to the people of India. For the study of news content of mid-day news from April 29 to May 03, 2014 (Tuesday to Saturday) are collected.

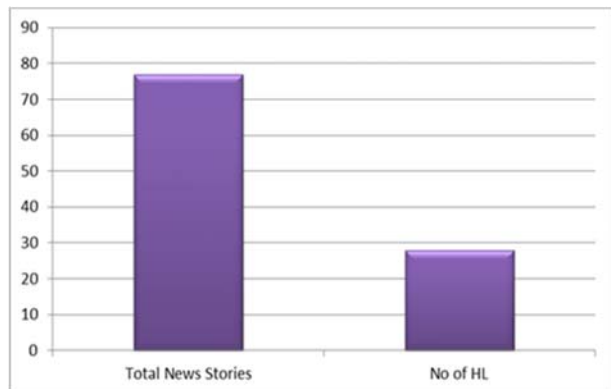
The Parameters for the content analysis for study the bulletins of DD News are

1. To study the total numbers of news stories and number of headlines in daily bulletins.
2. In a day wise manner study to find out total number of stories and Headlines
3. The format of the news story keeps very ideal role so study of various news story is important.
4. Types of story (various bits) in news bulletin also very much necessary.
5. As it is the period of General election-2014 so studying detail of the political story, and the story is helpful or harmful for any political party or group.

**Analysis of Midday News bulletin, DD News**

**Graph 01:** Numbers of News stories and Numbers of Headlines

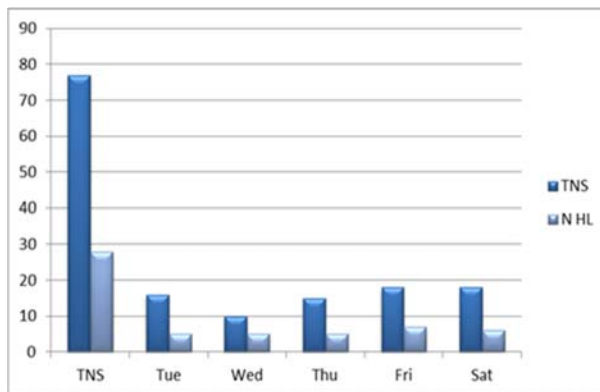
<b>Total News Stories</b>	<b>77</b>
<b>Numbers of Headlines</b>	<b>28</b>



During the study of news content it is the out of total 77 news stories out of which 28 eight stories are of headline news story.

**Graph 02:** to find out no of news stories and headlines in day wise

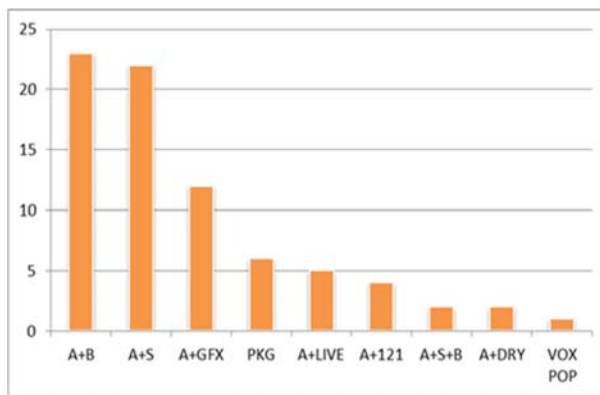
--	<b>TNS</b>	<b>NHL</b>
Total No of News Stories	77	28
Tuesday	16	05
Wednesday	10	05
Thursday	15	05
Friday	18	07
Saturday	18	06



During the study it is finding that the highest number of news stories and headline telecasted in Friday is the highest and Wednesday is the day where less number of stories is being telecasted.

**Graph 03:** in the phase the news format is being studied

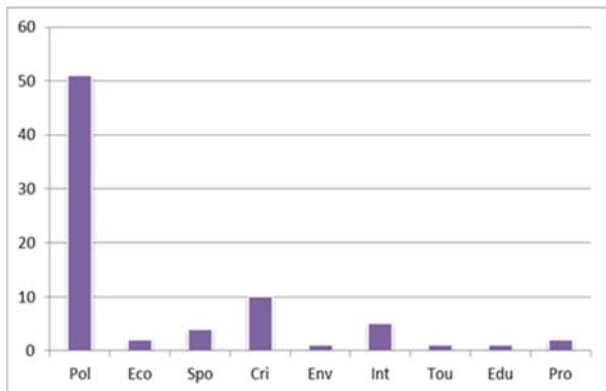
<b>News Format</b>	<b>No of Story</b>
A+B (Anchor Byte)	23
A+S (Anchor Shut/Visual)	22
A+GFX (Anchor Graphic)	12
PKG (Package)	06
A+LIVE	05
A+121 (One to One)	04
A+S+B (Anchor visual byte)	02
A+DRY (Anchor dry)	02
VOX POP	01



In this particular bulletin the highest numbers of stories are of anchor byte and status of package is a little bit of bitter.

**Graph 04:** Type of news story in a bulletin also play an important role

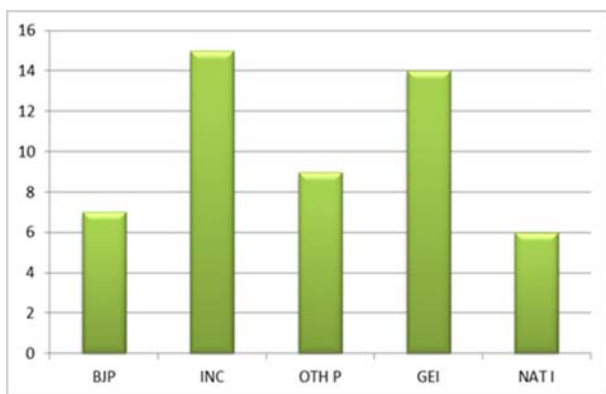
Total Number of Stories	77
Political News Story	51
Economic News Story	02
Sports News Story	04
Crime News Story	10
Environmental News Story	01
International News Story	05
Tourism News Stories	01
Education News Stories	01
Program Promotion	02



During the general election period the highest numbers of stories are of political and tourism environment and education related stories are only one.

**Graph 05:** The political story conclude towards which party or target group

Total Political News Story	51
News concluded in favour of BJP	07
News concluded in favour of INC	15
News in favour of Other Political Parties	09
General Election Information	14
News of National Importance	06



The most important point is being found here that the highest numbers of news are in favour of Indian National congress which is now the ruling party of India.

**News Content of All India Radio**

All India Radio in the name of IBC starts its first news bulletin from Bombay and it till now never looks backward on news broadcasting is concern. In 1982 there was a rapid increase in number of bulletin and it arrives at 65 news bulletins daily in its Home Service in all English, Hindi and all most all regional language of India.

Currently AIR News telecast three important bulletins of 15 minutes duration namely morning news @ 08:15 Midday news @ 14:00 and news night @ 21:00. For the study of news content of news at night from April 21 to April 26, 2014 (Monday to Friday) are collected.

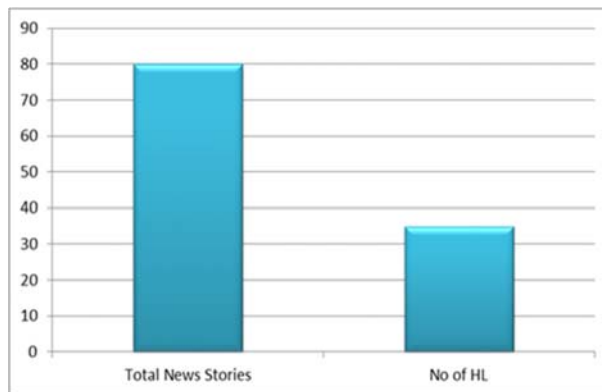
The Parameters for the content analysis for study the bulletins of AIR News are

1. To know the total number of news stories and number of headlines
2. To study the various types of news format used in the bulletin
3. Duration of a news story is also another one aspect, so the number of words in each story is to be calculates during the study.
4. To study the various types (bit) of news in a bulletin
5. As it is the period of general election I study the conclusion statement of all political news that ended towards any political party or informative for the People.

**Analysis of News at Nine bulletins, AIR News**

**Graph 01:** Total News Stories and Number of Head Lines

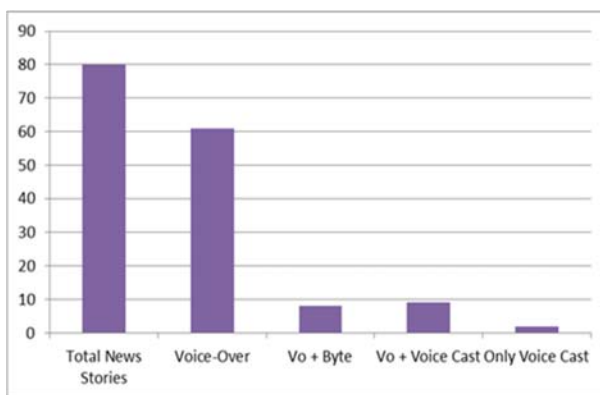
Total Number of Story	80
Number of Headlines	35



The total number of news are found to be eighty where thirty five story were headlines. The figure eighty in five day is a perfect one and coverage of headline is also concorent with the news stories.

**Graph 02:** News formats in a Bulletin

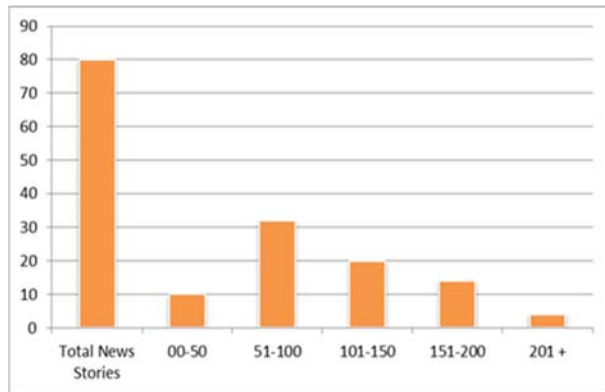
Total News Story	80
Voice- Over	61
Vo+ Byte	08
Vo+ Voice cast	09
Only Voice cast	02



In the analysis the news stories are classified in to voice over, voice over and byte, vo as well as voice cast are being studied.

**Graph 03: Word lengths of Stories**

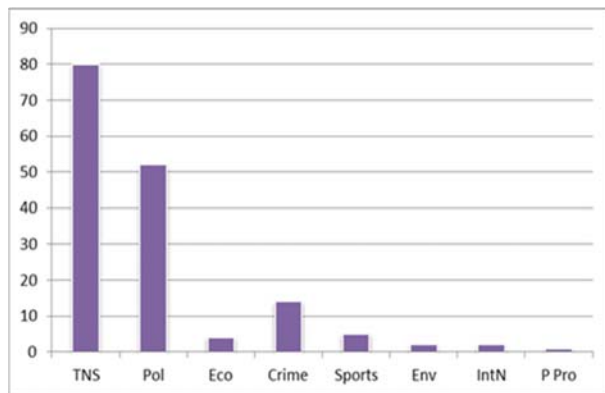
Total News Stories	80
00-50	10
51-100	32
101-150	20
151-200	14
201+	04



In the above analysis the news stories are being classified in to categories as per word limit in to five categories and studied their importance.

**Graph 04: Types of News/ Bits in Number**

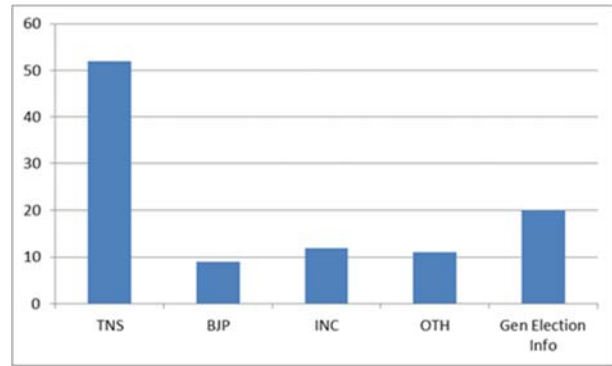
Total Number of News	80
Political News	52
Economic News	04
Crime News	14
Sports News	05
Environmental News	02
International News	02
Program Promotion	01



The stories are being classified as in to the specific bits to study how many news are belonging to which category.

**Graph 05: To News projects towards the Party**

Total No of Political Story	52
News of BJP	09
News of INC	12
News related to other parties	11
General Election Info	20



All political stories are being classified in to story on which political party and other general information related stories.

**Conclusion**

The conclusion of the research is very clear that the news content of both DD News and AIR News are not only ideal but also perfect. Due to the general election 2014 the highest numbers of story were of political issues and happenings. Although both the news organization comes under Prasar Bharati, an autonomous body under Information and Broadcasting Ministry but it not always autonomous like the editing in BJP’s PM nominee Narendra Modi’s interview issue CEO Prasar Bharati said although we are autonomous but if necessary we obey the whip of Central Government. In the end of research It also found that in the political news the highest number of story were in favour of the ruling congress party. With reference to technical aspects Doordarshan still now is facing many challenges. As the language presentation style and modulation of all anchor are excellent but many correspondence presents their live and phono in Hindi during an English bulletin.

**Limitation**

Doordarshan and All India Radio are the two autonomous wings of Prasar Bharati but there are various branches of both AIR and DD so DD News and AIR News are chosen because of to study the news content scenario. This is the first and foremost limitation that no regional channel are being selected those telecast news. Both DD News and AIR News telecast news in a continuous manner both in Hindi and English bulletins where only the English bulletins are chosen which also another one limitation of the study.

**Summery**

The news content of Prasar Bharati is the best among all Electronic Medias of India. Apart from the various regions till now Prasar Bharati sometime obey the order of the government either directly or indirectly. The news content of both AIR News and DD News are the best. In this particular network we can find all type of news that happens without any sensation.

**Suggestion**

The news content of this institution is the best among all private media organization but still there is a principal challenge on the viewer ship survey. The survey reports are always against Prasar Bharati. So it needs to reform the viewership and lysine ship survey in India. The DD News needs improve the manpower quality in reporting field those can provide report both Hindi and English language.

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